

Special Topics on Marketing (III)
FALL 2009
Department of International Business
National Taiwan University

Instructor: Chen, Homin
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Class hours: Monday 14:20 – 17:10
Office hours: Wednesday 9:30 - 11:30 or by appointment

Course Materials:

1. Journal articles
2. Handouts

Course Objective:

This course focuses on current areas of research in marketing strategy. The primary focus is to provide students with an understanding of theories drawn from related disciplines and their application in marketing strategy.

The objectives of this course are to (1) help students to identify the key theoretical streams in marketing strategy, (2) enhance skills in critiquing the literature and defining research problems (3) improve students' ability to conduct research in marketing strategy and write papers on this area.

Grading Policy:

Course grades will be based on the following elements:

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|---------------------------------------|-----|
| 1. Attendance and Class Participation | 50% |
| 2. Research Paper | 50% |

Course Agenda:

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1. 9/14	Introduction
2. 9/21	Group meeting
3. 9/28	Group meeting
4. 10/5	Group meeting
5. 10/12	Group meeting
6. 10/19	Group meeting
7. 10/26	Group meeting
8. 11/2	Group meeting
9. 11/9	Group meeting
10. 11/8	Group meeting
11. 11/7	Group meeting
12. 11/30	Group meeting
13. 12/7	Group meeting
14. 12/14	Group meeting
15. 12/21	Group meeting
16. 12/28	Group meeting
17. 1/4	Group meeting
18. 1/11	Students submit & present research paper